



Photo by: Jami Sarnikorpi

# DRAGON BURN AFTERBURN REPORT 2015

## 龙焰之后报告 2015 English Version

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## A Word from the Founder



In 2011, when the Shanghai Regional Burning Man group came together we laid out our three goals: to bring Burning culture to our homes in China, to help acculturate China-based burners heading to the Big Burn and to create regional gatherings which include a local Burn. Many people said straight to our faces it could never happen in China. It is with great pleasure and fun memories that we can now look back at our second Dragon Burn. One major setback in the spring was when we discovered the old site on SanShan Island has been taken over by a hotel development. It took over twenty road trips to scout for a new site, sometimes with the help of the Jiangsu government. Finally we found private land along a lake in the Anji Mountains. Over 180 participants gathered on October 23rd-25th for the Burn and finished the weekend with Leave No Trace. We happily present here the After Burn Report.

This year we successfully managed more of the event ourselves, with less reliance on 3rd parties. The buses were rented and managed by ourselves. We were able to work directly with the site's owner and site manager to troubleshoot issues before and during the event.

Shanghai, as the world's third largest city, has a special demographic mix of transient folks. It attracts Chinese from different regions as well as foreign expats from all over the world. We find ourselves talking about Burning Man with people from all over the planet. The recent art themes at Burning Man since Cargo Cult has resonated with the various theme camps from China that made a home in Black Rock City.

There were several art installations this year, three marvelous chill spaces; more music, live and recorded, interpretive dance performance, and an effigy burn that roared high into the air. One picture of the fire caught the flames seemingly taking the shape of a rampant dragon head.

We hope to do it all again as soon as possible with even more involvement from local Chinese artists, volunteers and participants.



*SvenAarne/ShanghaiShin, Regional Contact for Shanghai*

## Introduction

We had an amazing momentum going at the beginning of 2015 with a series of events but suddenly stopped by the loss of our original burn site to a hotel development on SanShan Island. It took four months to find a new location and we made the difficult decision to host the event at the peak of Shanghai's "festival season" in October, just a few weeks after our main crew returned from Burning Man.

A few weeks before the event, participants emerged with art projects along with performances that took Dragon Burn one big step further. Also Burners from Singapore, Korea, Finland and Japan travelled to China to attend the event which was something that the RC's at the Asia Burner Summit hoped for.

After the burn we felt the need to bring experience closer to the city on November 15<sup>th</sup> at the Shanghai Sculpture Space Park.

## Organization & Operation

Our core planning team was about 12 people. We created the A-Z Volunteer team which was another 10 that collaborated with us on heavier work. Ticket-buyers signed up to fill in volunteer shifts using WeChat app.

This year's Core Team was mostly the same. Many new faces were among our volunteers and participants. This is mainly due to the transient nature of Shanghai expats. New legwork this year included site negotiations, ticket system, more outreach, fundraising and bus system. Was it a valuable learning experience? Yes!

Instead of having a 3<sup>rd</sup> party sell seats on their own bus system, this year our team rented all the buses directly from last year's bus vendor to do it ourselves. That means we rented the entire 37 or 53-seater bus based on need, provided food and lodging stipends for drivers and set the ticket price per seat. Last year, the bus vendor let us use their ticket office and they helped us setup the ticket system but we had no way of contacting the ticket system directly. This year we switched from yopay.cn system and handled the ticketing system directly with Shanghai247.com. S247 has more ticket purchase options, a ticket office, and operated by Burner-friendly people.

## About the Site...

This year we found remote private land that has been used for music and camping events in the village of HangGaiZhen. The site manager and owner were very cooperative with all our requirements and they drafted a private contract which acted as a permit for us to exclusively use the site for three days in the remote location. We also visited the site and built the relationship with the owner over the course of two site visits and a few meeting with the manager. The site manager, Gigi, was sometimes our point of contact between us and the site owner family during the two weeks leading up to the event. She helped us coordinate local material purchase, electrical issues, local security and (on-going) owner negotiations.

**Burning Man Regional Contacts:** Sven Aarne Serrano (ShanghaiShin)

**Voting Group of 8:** Sven, Deanna, Travis, Wishboy, Jessica Lum, Jessica Martinelli, Elaine, Sylar

**Site & Truck:** Wishboy, Mikro and Faye

**Finance:** Wishboy and Deanna Marie

**Art / Performance Coordinators:** Jennifer Childs, Jessica Martinelli

**Ticket System & Communications:** Madame Jen, Elaine 'Panda' Kang, Nicholas 'Wishboy' Kothari, Deanna Marie, and support from dear friends

**Artist Outreach:** Jessica 'Lumbada' Lum **Survival Guide:** Jessica 'Lumbada' Lum, Iain 'Baz' Culp, Elaine Kang and Wishboy.

**Fire Safety Team:** Lumbada (Lead), Blaine Turnacliff, Sam, Wizard, Grant

**Effigy Team:** Sara Switschi, Eddy Ngo, Wishboy, Chris Powers, Jimmy Powers, Beili Peng, planning team and A-Z Volunteers

**Other Planning team from January to October:** Mark 'Bok', Wizard, Sylar, Beili, Echo and support from dear friends

**Website:** Travis 'Blue' Biegun

**A-Z Volunteers :** Bok, Mike, Chris, Natty, Paulina, Matt Mowgly, Lulu, Katherine, Sandeep, Sam, Amber

### Recommendations / Improvements for Next Year:

- Print the volunteer schedule (on to the handout)
- Include a balance of Chinese and Foreigners to the organization.
- More open meeting invites to bring in new planning volunteers and voices.

## Ticket System

190 tickets sold using 247tickets.cn. 20 of those tickets were sold during weekly volunteer meet-ups at a local bar called Kommune, thanks to Deanna Marie. 11 children under the age of 12yrs attended the event. One of them was an awesome fire performer!

The turn-out was lower this year due to a few possible reasons: busiest month for festivals, further from Shanghai, lost momentum from date change and only one month to prepare after half of core team came back from Burning Man.

But the lower turn-out was not very noticeable in the more compact site with more art installations and activities than our first year – Proving to us that *bigger* does not mean *better*.

### Price Structure:

**Group 5+:** 300rmb each

**Presale:** 320rmb

**Regular Sale:** 375rmb

**Kids:** Free

**Bus from Shanghai:** 150rmb

**Tent Pass:** 20rmb

### **Buses were:**

Thursday 9am

Friday 9am and 7:30pm

Saturday 9am

\*Friday 7:30pm bus was most popular.

In China majority people do not have cars or a license to drive, so this will continue to be a system we organize in Shanghai. We helped Burners in Hangzhou connect in a chat group to organize their own rides together.

The group ticket idea was to encourage people to get the friends or families to come together and hopefully participate as a group. We sold over 40 tickets this way and the price stayed the same til the last minute.

We decided to remove the last minute price to be more encouraging towards last minute participants. The abundance of last minute ticket sales had us really worried and we did not know the event was going to really happen until a week prior when the numbers started reflecting the amount of interest from the community.

The wristband system really helped and was not expensive. Tent pass was to manage overcrowding site at 150 tent limit.

## Financial Summary (See next Page)

### FINANCIAL:

**This year's revenue from film events, donations, fundraisers and ticket sales. We were able to recover the loss from last year and have some money left over to handle year-round costs. This includes paying Art Grants in 2015!!**

Reusing last year's equipment and moving the event off of the island helped us manage our budget. We priced the bus system to make sure that if buses were not full we would be OK. Finding a site with toilets and shower near the site and cheaper rental services all factored into making the event financially feasible. The expensive site rental was offset by the included toilets and shower near the site

### Recommendations / Improvements for Next Year:

- Wristband Idea from the Town Hall: One color for each wristband says 'I like to help', 'I like to hug', and 'I like to dance' instead of saying 'Participant'
- Get donated Sound gear
- More than one sound installation next year
- Ticket system revisions will be discussed at Nov 19 meeting and comments added here.



## Financial Summary Revised Feb.24.2016

<b>INCOME</b>	
Event Ticket Sales	
S247 Ticket Sales (minus 5% service fees)	¥70,608.00
Paper Tickets	¥13,996.00
Fundraisers and Donation	
"Warm up" Fundraiser Event Ticket Revenue	¥6,456.00
Lune, Dada, F54 Film event Art donations	¥4,475.00
7 shirts, 4 water bottles sold	¥390.00
Dragon Burn Effigy Kickstarter 2015 (1847 USD - 8.2% service fees) = 1695 USD converted to 11,053.30 RMB	¥11,054.30
<b>Subtotal of All Income for 2015</b>	<b>¥106,979.30</b>
<b>EXPENSES</b>	
Year Round	
Storage space until May 23rd + truck	¥2,396.00
Storage Returnable Deposit	¥328.00
\$8 per month Squarespace.com hosting Annual Fee	¥625.90
website domain on doteasy.com	¥350.00
Kickstarter Backer Rewards and Postage	¥969.00
Site Use	
All Site Related Costs (permit, rentals, insurance, toilets)	¥19,800.00
Toilet Cleaning Service	¥400.00
2 Bao An (Security Guards) (1 for 2 12hr shifts, 1 for 12hr shift = 800 + 400)	¥1,200.00
Flyers, Signage, Handouts, Greeter Gifts etc.	
Signage Printing (re-use last years)	¥0.00
Ticket and Date Reminder Cards (with rush fee)	¥225.00
400 qty wristbands	¥437.00
50qty little dragon gate gifts	¥96.00
Transport	
3 4.2 Meter Trucks	¥7,000.00
Dragon Burn Express Bus Rental	¥20,300.00
Crews Costs and Services	
A-Z Volunteer ticket reimbursements (8 total)	¥2,825.00
Sound Technician Food and Room (1 person 3.5 days)	¥500.00
Bus Drivers Food and Room (3 person 2 days, 1 person 1 day) 7 * 150 CNY per day	¥1,050.00
A-Z Thursday Crew Meals and 40 L of water	¥1,378.00
Event Supplies	
Tarps, Totes, Lights, Rope, Batteries, Cables, Headlamps, Megaphone, etc	¥2,438.05
Art Grants	
10 Art Grants	¥19,156.00
Effigy and Fire	
CNC milling 5hrs + 12mm plywood	¥10,257.00
Bonfire wood	¥1,500.00
Kerosene 10 liters	¥400.00
Fire Blankets and Extinguishers	¥265.00
<b>TOTAL DRAGON BURN EXPENSES</b>	
<b>Subtotal of All Expenses 2015</b>	<b>¥93,895.95</b>
<b>2015 Profit</b>	<b>¥13,083.35</b>
<b>2014 Loss</b>	<b>-¥9,391.00</b>
<b>Net Balance</b>	<b>¥3,692.35</b>



## Artist and Performer Participation

2015 is the first year we offered Art Grants. The higher quantity of art projects made one of the biggest differences between this year and our first year.

### Dragon Burn 2015 Arts Participation Summary:

16 Art Installation teams (1 was a sound camp)

14 workshop activities

5 performance artists

The call for submissions was distributed early in 2015 using Survey Money. Due to the site change we had to reconfirm all the applicants' availability in late August. Once they were confirmed we sent acceptance letters. Our team reviewed applications and cost summaries and decided how to distribute the budget to award the most viable projects. 30% was to be awarded before the event but with short time frame most of it was given within 2 weeks of the event. We asked artists to fulfil a few requirements.

1. Install completely by Friday AM
2. Completely remove the project
3. Add light to project for safety

Two of the larger pieces were projects that had sat in gallery/museum storage for a year or left over stage set pieces from recent show.

### Sound Grant

We originally budgeted to give 3 sound camps a grant to help them with equipment costs to host different music and performances. But due to the site size there was only room for 2. 1 of the sound systems was a part of the Free Beer Project in the Dragon Pavilion. The bigger one was given 3 of the sound grants so they could provide stage, sound, lights and a bamboo projection structure and allow many artists to have access to use it.

### Recommendations / Improvements for Next Year:

- Call for submissions should reach a wider audience by posting more publically
- Grant recipients should be required to submit high res photos after the event

- Application should require reimbursement bank transfer info (preferably quick pay apps like WeChat and Alipay) to save us more time.
- Periodic follow-up with galleries and stage shows to help artists recycle art



*Dance with Inertia by Ben Gough collaboration. Performers: Jingyee Shen and Paulina Przeniczna*



*Tinsel Town by Mikro, Jessica Martinelli and Faye Wang*



*Hammockville by Joanna 'Asia' Palmoska and friends. Original artwork from a stage set of an stage performance called 99 Woman.*

## The Effigy “Dragon Fly” and Fire Safety

The Dragon Fly concept by **Sara Witchi** is based on the old Chinese Gates, flower and a Dragon Fly’s wings which together symbolize the next step for Dragon Burn. Similar to last year’s Dragon Egg, this was another abstract form which is completely made with slot joints –no nails or tools needed. Sara provided the original concept and some Rhino3d model studies, Wishboy helped simplify the Rhino3d model and Nathan (from last year’s effigy) did the cut file script using Grasshopper. The Powers brothers, Chris and Jimmy, helped with fabrication. Their facility was far superior to the one we used the year before and if possible we would use it again.

The money raised on Kickstarter to cover most of the cost. The rest was covered in the event budget (total was over 1500 USD due to 5 hours of machine time)

CNC Mill used 15mm plywood. We did a test build at their factory and final build at site with volunteers and friends.

The size was reduced this year to fit the site conditions and reduce cost and time to build. The size was 2.3 meter x 2.3 meter at the base and over 2.6 meters tall. We filled it discarded wood that the site owner sold to us, dry brush and used Kerosene to ignite.

### Recommendations / Improvements for Next Year:

- We observed some flying cinders and to avoid that in the future we recommend clearing the area of pine needles and exploring using wood that does not splinter or become airborne when burnt. Safety is paramount and more research in this area is recommended
- 
- The overall construction took 6 people 2.5 hours during test build in day light and took 5 people 4 hours on site in the dark. No Ladder was needed to reach the sides and we climbed the middle to make the taller parts. Over 4 times faster than last year.
- We had the factory give us some scrap pieces that we used as shims to level the base on the ground. We covered the shims with dirt.
- The effigy caught fire very quickly and completely engulf in flames in a matter of seconds. We used kerosene shortly before the burn instead of letting it sit for too long. We think we can use less kerosene next year so the fire lasts longer.
- The fire perimeter was defined by a suspended rope that was improvised between trees but it was only 1.5 x the tumble distance. So we asked people to sit back an extra meter and we were able to all sit

down instead of stand with a safety circle like last year. Next year we might have the rope line on the ground so it is less of a visual obstruction (like 2014)

- The original concept was studied with a laser-cutter but once there was a family emergency with the lead designer, we opted to make a very simplified version of the concept.



## Environment and Site Management

### SITE PREPERATION:

HangGaiZhen event site was coordinated in three pre-event site visits with Core/Site Team, Build Team, Team Leads, Sound/Electric Crew.

### Wednesday, Oct 21st: Truck Loading

- 2 volunteers traveled with the truck during the day to pick up art and cargo with the truck driver helping.
- 4 volunteers were needed to help with consolidating into larger truck after 9pm. This is after work hours, so its not hard to find people. During this time is when artists should bring their items to the pick-up point.

### Thursday, Oct 22<sup>nd</sup>: Final Loading and Site Setup

- (8) A-Z, (3) Artists, and (4) Crew all took 37-seater bus (15 people)
- (2) Crew sat in the 2 trucks. The trucks arrived late
- The crew started 2 hours before dark and progress was slow after that.
- We sponsored lunch and dinner at the site owner's family restaurant outside the event site
- Sound system 90% finished

### Friday, Oct 23<sup>rd</sup>: Setup and Event Start

- Greeter and Effigy finished
- Almost all Art is setup before Friday AM bus arrives at 1pm
- Lighting is not resolved until the evening.

### Sunday, Oct 25<sup>th</sup>: Strike and LNT

- Every A-Z volunteer (8 people) and every planning crew and any participant that was looking to help was asked to use the LNT tools to pickup everything in site from 11am-3pm.
- We created a pile of gear in the middle of the site and put a white board sign next to it asking any participant to help carry something to the buses.

### TOOLS:

We borrowed the owner's tall ladder, bi-fold ladder, his site lighting and wheel barrow extensively to get work done. The rest belonged to us.

### VEHICLES:

We hired Mr. Ouyang again but he thought our 7 Meter giant truck last year was an over estimate, so he brought the 4.2 Meter truck with no lift. Everyone worked together to book trucks to do all the art pickups in Shanghai and consolidate three trucks into two in front of Wishboy's home. Two 4.2 Meter trucks were expensive so we told them to take everything one way to Anji and we will cram all the event gear into the passenger bus cargo and all come home together with the participants. That was impressive but crazy and the buses only left 15-30 minutes late while we packed it

all in. How did we fit it in? We burned most of it. Not sure we should do that again.

### TOILETS / SHOWER:

It was nice not bringing toilets to the site this year. Not much to report here except some expats claiming it was the first time over three years in China they were forced to use squat toilets with no privacy door. Survival Guide should suggest bring a newspaper like Global Times to hide behind.

### Recommendations / Improvements for Next Year:

- Have 7 meter truck deliver to site and have the 4.2 meter truck return to the site assuming the truck will be half empty on return trip.
- Have a 2<sup>nd</sup> 4.2 Meter truck help gather art and gear in the city to consolidate into 7 Meter truck at night. The 7 Meter truck is probably not allowed in downtown area between 5am and 9pm due to new traffic laws, we need to check this strategy again later.
- Do not let drivers rely on GPS to get to the site. Print Driver Maps for all drivers. Driver was diverted 1.5hrs through the worst route.
- Mark the trash drop-off on the handout.
- Pay extra to have toilet cleaned out during late night.
- Continue to not fill bus to max so there is room for all gear. (i.e. 45 people on 53 seater bus)
- Feeding setup crew should become standard in future years.
- Confirm owner has both ladders next year.





# Environment and Site Management

## Part II: STRIKE & LNT/MOOP

### **BURN SCARS:**

The site owner provided us two options to burn the effigy. Since these areas were used regularly for bonfires, it was not necessary to protect the ground with the platform.

### **MOOP REPORT:**

Unlike last year tourist MOOP was not a big problem on the site but it took a little work down near the beach. We cleaned the area before the Sunday locals came to use the beach at the end of the event.

Costume feather boa, cigarette butts and abandoned bottles were most common MOOP. Secondary MOOP was clothing and costume.

### **STORAGE AREA (ON Site):**

Dragon Pavilion was a safe place for all the tools and totes at night. Expensive equipment was stored offsite in the owner's guest house.

### **STORAGE AREA (Offsite):**

We have left the Hongqiao warehouse this year and moving to a warehouse loft along Suzhou Creek owned by Tatty.

### **Recommendations / Improvements for Next Year:**

- Give LNT briefing Sunday AM when we see people packing up to leave early. This is an LNT Task
- LNT Team needs to direct people to the correct trash drop off area
- LNT Sunday AM Lead needs to be more clearly defined and not have other responsibilities.
- Volunteer signup board did not happen as expected. Needs to be placed properly
- Add Cigarette Tips Section to Newsletter as a cartoon.



## EVENT SAFTEY

### GATE:

We staffed the gate only at the times that buses arrived. We had a participant call a lead to give and ETA and rally a team to work the gate. Coincidentally the cars drivers came to the site in the same window of time. This help us minimize the amount of Greeter shifts.

### RANGER aka “XunLouDui” 为巡逻

To simplify things according to the event size we had any participant with first Aid training to also be a XunLouDui Ranger and anytime they are awake, they are on duty. We picked participants that were nocturnal and diurnal (had to look that word up:) to cover the event duration. First AID Station was in the Dragon Pavilion.

### RADIOS:

We had 3-4 Radios since 5 was too hard to keep track of. The main problem with them is that the charge station was off-site and battery would die. The radio model does not clip to shoulder and many calls went unheard. On a positive note we gave one to the owner's site manager Gigi which so she could contact event's site manager Wishboy.

### HIRED SECURITY:

We hired 1 local security guard “Bao An” to do 12 hour shift but found that we needed a 2<sup>nd</sup> one once HangGaiZhen locals got word about the event.

### HANGGAIZHEN LOCAL AND TOURIST ISSUES:

Some locals wanted free entry to take photos but we were able to maintain the gate. What we are missing is some signage about the conditions to enter the event explained in the most polite way. Luckily the wristband system made it easier to sort this out.

On Sunday near the end of the event, a wave of locals got access to the beach. Initially they wanted to cut through the event but we were able to divert them around the event to the reservoir. Next year we might lobby to rent the beach area as well.

### Recommendations / Improvements for Next Year:

- Translated half-page briefing (with illustration) for Bao An to understand their duty and possibly give them a hand radio
- Wristband system (to be upgraded to three types see Town Hall Notes)
- More Solar Lighting and phase out battery needs
- Consider Chanel 5 Radio protocol for First Aid who needs to sleep in tent but does not want to hear radio banter all night.

### GREETERS:

Greeters went smoothly despite a few missed shifts. We were organized under two pop-tents and divided into three steps.

1. Check ticket
2. Give Wrist bands
3. Give Handout and Gift

If event gets bigger we might need the QR scanner

### FIRST AID:

With several volunteers and rangers having First Aid training we still felt understaffed. We are looking for options for an on-site Medic service for the second year in a row. We had one case of poison ivy. One camper needed someone to help relax her during a prolonged mental breakdown. Maybe advertise at medical schools?

### Recommendations / Improvements for Next Year:

- Medic Booth can stay in Dragon Pavilion but the Medic Rest Tent should be in a private location away from people. (We forgot to do this last year as well)
- Hire a medic service

## DRAGON PAVILION

### OVERVIEW:

Compared to last year this area become a better 24/7 hangout area than last year due to the addition of Bob's Slackline Cinema, the Free Beer Project Art project and a mini dj booth.

### ICE SALES:

This year a participant donated 200 rmb of ice instead of us fussing with selling ice.



*Free Beer Project Bar made from 'En Masse' art panels- organized by D and Blue. Original Art by Jason Botkin*

### Recommendations / Improvements for Next Year:

- Hand Radio Charger lockbox with combo
- Burning Man and Dragon burn Photo Exhibit
- Volunteer whiteboard signup
- White Board to post information: most common questions is when are buses leaving, how much is , and where to buy beer
- Continue to keep some art installations in the Pavilion



*Bob's Slackline Cinema and Subgenius culture booth by Sven ShanghaiShin*

## COMMUNICATIONS AND TECHNOLOGY

### INFO@DRAGONBURN.ORG

Halfway through the year we phased out our gmail address which is blocked in China and associated it with our new website. All event inquiries come here but we need to fix the site to help steer other inquiries to [Shanghai@burningman.com](mailto:Shanghai@burningman.com) and the official mailing list.

### SURVIVAL GUIDE

The biggest missed opportunity this year was that we still only sent the survival guide to ticket buyers. Many last minute buyers did not have time to fully prepare to participate because they found the info so late. Now we have decided to make it publically available on the website and remove information about the event location (for security reasons). We will send the event location map details to ticket buyers.

### STICKERS

We used up all the 2014 stickers as gifts this year.

### WEBSITE

[www.dragonburn.org](http://www.dragonburn.org) now has content about the event and is quite simple. The main problem with the site is that it is not totally accessible on China ISP since we do not have a business license to host it in China. Also our contact page needs to be updated with the approved BM email signup.

### MAILING LIST / NEWSLETTER

Shanghai and China announce are the official method of reaching the community and controlled by the RCs. They have been merged with our event mailing list on Mailchimp. There over 600 people on the list. We forgot to send our event info to other Asia newsletters but people still found us on facebook

### SOCIAL MEDIA

Facebook and WeChat have helped us stay in touch with local and international participants who came to the event this year. WeChat group is over 300 people. Although Facebook is blocked in China, our international visitors would have not been informed had we not also updated our facebook page..

### Recommendations / Improvements for Next Year:

- Continue relying on word-of-mouth outreach
- Survival Guide publicly available online



# OUTREACH

## Supporting other events:

Our community has become more involved as volunteers, performers with other community events like Fireflies, BarCamp, MIDI, and Shalanaya. Some of our organizers are also organize a non-profit event, Ladyfest Shanghai. All of these events have helped us find new friends and participants through collaboration and word-of-mouth.

## General Outreach:

A few online event websites briefly mentioned our event since they found out about us. Some made short articles in Community Sections of their websites. We helped provide the correct information.

## Artist Outreach:

This year we had 4 documentary screenings about Burning Man which were followed by a music until late night to help acculturate anyone curious enough to attend. This happened at Lune, Dada, Factory 54 and at one outdoor festival. The art application was posted on Survey Monkey.

## Open Meetings:

This year we had 2 open meeting where participants can join in our brainstorming sessions.

## Recommendations / Improvements for Next Year:

- Find new events to collaborate with during the year.
- Host events in the day time were people can come learn how to make or do something.
- Create more in-city outdoor gatherings like the Picnic on Nov 15.
- Help emphasize Maker events or host workshops where people can learn how to make something.
- Club venues and evenings attract more foreigners than locals, so we will need to find new ways to connect with locals in 2016.
- Post Info and Call for entries in publications that have specifically an art-friendly readership.



*Zorbi Ball Game by Davide, photo by Jami*

## Future Visions and Goals

We accomplished a lot of goals but still have some work ahead and now a nice pile of new goals;) We learned that a bigger event is not as important and perhaps even detrimental to a making a great event. Attracting more local Chinese participation remains our goal and there was progress this year. The bigger sound camp was organized by CC, two art grants were given to teams co-lead by Chinese participants, and we had three Chinese performers.

We learned that partnering with local agencies and government bureaus that have the power to get permits and insurances have many caveats that could compromise the event. The first indication was that these entities could not find a financially feasible site for us after several visits. We will continue to look into these since nobody in our group is ready to be responsible for establishing an LLC for the event.

### Goals from last year's report (accomplished is checked)

- ✓ Better Financial planning
- ✓ New location
- ✓ More cultural activates near effigy
- ✓ Reasonable event growth
- ✓ More Artist (with grants)
- ✓ Early Fundraisers, more art grants
- ✓ More self-sufficient
- ✓ Dragon Burn Camp Depot creation as info center
- ✓ Launch Dragonburn.org
- ✓ More Chinese Participation (somewhat)
- Live Music outreach
- More kids games and building projects and physical activities besides art
- Closest city, Hangzhou was not focused in our outreach due to lack of time and contacts.
- Extend contact network outside of Shanghai (we reached Hangzhou, Nanjing, Beijing, Guangzhou, Shenzhen)

### Event specific Goals defined at Asia Summit (accomplished is checked)

- ✓ Collaboration with other like-minded events
- ✓ Connect burners with other Asia Regionals
- ✓ Focus on non-burn events

### New Goals defined in this Report

- Hire Event Medic
- Establish an LLC

### Goals defined at Dragon Burn Town Hall 2014

- ✓ No Tourist cross-traffic
- ✓ June too hot
- ✓ Music diversity
- ✓ Costume Culture
- ✓ Showers
- ✓ Separate bus ticket from gate
- ✓ More Chinese Artists
- More outreach for Live Music and Performances

### Goals defined at Dragon Burn Town Hall 2015

- List ways to easy and creative participate on ticket system, public announcements and website
- Locate express bus closer to metro station
- Wristbands colors "I like to hug, I like to help, I like to dance"
- Shuttle should be from last public bus stop in Anji City and tell participants how to book public transit to get to the closest city rather than bring them from one major city
- More online resources how to book own cargo trucks, drivers, buses, to help theme camps
- Show more photos of location to help participants understand site conditions
- Get more Chinese organizers on the team

- Call for Arts and Participation can be more mainstream
- Explain Sharing opportunities on event info (ex: donate booze and snacks)
- Publish Survival Guide on website early

#### **Goals defined at Open Meeting 11/19/2015**

- Event Medic
- Establish an LLC
- More low-effort events
- Rent the beach, move effigy there and invite the locals to the effigy burn TBD
- Encourage smaller sound installations rather than one big one.
- Use same site.



*Find Yourself* by Elaine Kang and Francesca Valsecchi

**End of Dragon Burn Afterburn Report 2015, Thanks for reading!**



*Live Digital Painting (Augmented Reality)* by Jami Sarnkorpi